The Maryland Fruit Grower

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Edited by the Secretary, A. F. Vierheller, Extension Horticulturist

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THE LOST IS FOUND

In the May, 1941, issue of the Maryland Fruit Grower, apples were discussed as either a forbidden or forgotten fruit. Now it develops that they were simply lost in the shuffle. In Bulletin No. 30 of the National Apple Institute, issued April 29th, we are told of a conference in Washington at which 26 persons were present, including the Secretary of Agriculture, and three of his assistants, the Chiefs of the Bureau of Home Economics, Fruit and Vegetable Division, Surplus Marketing Administration, Director of Purchase and Distribution Division, and Senators and Congressmen from 12 States, representing several Congressional Committees, also representatives of the National Apple Institute and Regional Advertising Organizations. The result of this conference was that the leaders in Agriculture as well as in Congress had a real picture of the apple, both as regards its value in the diet as well as its needs in wider use and distribution. The discussion centered around the economic importance of the apple industry; the problems facing the growers with loss of export markets; the importance of apples to consumers as regards health values; large supply; wide distribution and economy; the need of planning ahead if the crop this year proves to be as large as expected. The concrete developments were the plans to appoint an Apple Committee within the Department of Agriculture to bring into closer coordination all Bureaus and Divisions that have to do with growing, marketing or consumption of apples. This will make it easier for growers' organizations to have direct access to the Department. Also, the Bureau of Home Economics will give apples more direct mention in their publications having to do with diet and nutrition.

The Secretary heard some brief reports of the work that growers and their organizations are doing to help themselves and to publicize their product. The work of tree removal was commended, as was that of Surplus Marketing Administration in their school lunch projects. Many of those attending this conference stated that they had a new insight and a better grasp of the apple situation.

Too much credit cannot be given Mr. Paul Stark, President, and Truman Nold, Secretary, of the National Apple Institute and to the officers of the regional advertising organizations including Carroll R. Miller of Appalachian Apples Service. These men had been working quietly in Washington for several weeks prior to this conference, visiting the various officials and discussing the apple situation in general.

Recently it was suggested that the various State Horticultural Societies write their Senators asking their support in having apples mentioned more prominently in Government publications. In some publications, citrus fruits and tomatoes were mentioned, but apples were included only as "other fresh fruits". Both Senator Tydings and Senator Radcliffe referred the letter sent by A. F. Vierheller, Secretary of the Maryland State Horticultural Society, stating the case, to U. S. Department of Agriculture officials. Sena-

tor Tydings' letter was answered by Secretary of Agriculture Wickard, and Senator Radcliffe's letter brought reply from Dr. Louise Stanley, Chief, Bureau of Home Economics, both of which showed sympathetic understanding of the apple situation. It was found that apples were not intentionally avoided, but were not always mentioned in order to cut down on printing matter in some publications. The Market Basket, a press release of November 20, 1940, a publication—"Eat the Right Food", and "Apple Recipes" published by various divisions of the Department of Agriculture were enclosed to show that apples had been given considerable publicity in Government publications. We understand the reasons for omission of apples by name, in some of the pamphlets and realize that we have the support of Department of Agriculture officials.

There is little doubt that the work done by the advertising organization representatives had given department officials a clear picture of the apple situation, as shown by the replies received. As apple growers generally, and as Maryland apple growers in particular, we are indebted to Senators Tydings and Radcliffe, as well as other members of Congress, also to Secretary Wickard and other officials of the Department of Agriculture for their fine spirit of cooperation. Well, if apples were lost in the shuffle, a lot of it is our own fault. We haven't told people about our apples, and as growers, we haven't pulled together in our advertising and marketing efforts. And worst of all, we haven't always offered an attractive product. Now that the 1940 hand is about played out, let's deal again, but let's insist that we all cooperate as apple growers, no matter where we may live. Maybe we can avoid a bad shuffle and deal from the top of the deck.

In a memorandum (No. 903) released by Secretary Wickard, several members were appointed as a Committee to "study problems peculiar to the apple industry and to submit recommendations for their solution". The Secretary also stated, "special attention will be directed toward marketing and the place of apples in the National nutritional program, which are of particular current importance." The committee follows:

M. L. Wilson, Director of Extension Service, Chairman
Louise Stanley, Charlotte Chatfield, Bureau of Home Economics
Porter Taylor, George Reynolds, Surplus Marketing Administration
W. C. Ockey, Extension Service
J. R. Magness, Bureau of Plant Industry
Neal W. Johnson, Bureau of Agricultural Economics
C. W. Warburton, E. C. Johnson, Farm Credit Administration
W. G. Meal, Agricultural Marketing Service
A. W. Manchester, Harold Schwartz, Agricultural Adjustment Administration
Sybil Smith, Office of Experiment Stations

ANNUAL PROCEEDINGS

The Proceedings of the Society containing reports of last January's meeting have finally been completed after many delays. These Proceedings are sent only to paid-up members of the Society. Annual membership is one dollar. Mistakes may occur, and if any member has not received these Proceedings, he should notify A. F. Vierheller, College Park, Maryland.

An optimist is as often wrong as the pessimist, but he is far happier.

The old narrow trails where two ox-carts could barely pass without colliding are happily being replaced by splendid wide highways where six or eight cars can collide comfortably at one time.

AN ALL OUT EFFORT

A few years ago, a real effort was made to organize the Middle Atlantic fruit growers as a possible means for organized effort by growers to work toward solution of their problems. That the plan had real merit is shown by the fact that this same type of work is being through the efforts of State Planning Committees, which also form a National Planning Committee. In our advertising sign-ups, we have organized growers into a fairly compact group. These advertising organizations are "going to bat" for the growers. We have seen tree pull-up campaigns, we hope that apples will see a go-up period, and that calls for a sign-up in the advertising plan. We know that the set-up is not perfect, but it has done plenty for apple publicity and grower welfare. We have a report that the film "King of Fruits" worked up by Appalachian Apples Service, has brought apples to the attention of an audience of 30,438 people in 20 States, at no cost for showing the picture. This is only a part of the benefits that growers get for their 1c a bushel subscription. Think this over and be ready to sign up when the campaign begins.

Recently, Lou Blachly, a prominent apple broker, wrote in the Rural New Yorker:

"The apple growers, more than almost any agricultural industry, have it within their hands to make their business prosperous. Of course, many things contribute to this but my own thought is that if they do just two things, it will change the whole apple picture.

The first thing, especially for the Eastern apple grower, is to use a package that gets the apple into the hands of the housewife without bruising. Last year we made a survey of over 200 retail stores and were amazed at the extent of bruising, not merely of Eastern apples but of Western apples also. With the nearness to markets, I can't see why apple growers should tolerate any bruised apples getting into the housewife's hands. If a package is used where no pressure comes on any of the apples, this can be accomplished. At the same time a full measure must be provided to the customer. So far I have not seen any package that meets these requirements except the 1 1/5 bushel box (now replaced by 1⅛ bushel box) which can be loaded flush with the top and in which the whole weight of any package on top is borne by the wood and not by the apples.

The second factor is sales promotion and advertising as carried out by the New York and New England Apple Institute, Appalachian Apples, and kindred associations. It is still a puzzle to anyone in the distribution business why every grower who raises even a bushel of apples does not hunt out the nearest representative of his association and chip in his penny a bushel. The orange growers have stolen two bases on the apple grower and are on the home stretch just because they are putting up—not a puny penny but a full nickel per box for advertising.

There are other matters of great importance to the apple growers such as removing the bottle-neck in the New York Market, but if they concentrated on the first two factors mentioned, they should be faced with a long period of unusual prosperity that would last until more apple orchards can be planted with consequent increased production."

James—"Papa, I ain't got no butter."
Papa—"John, correct your brother."
John—(Looking at James' plate)—"Yes, you is."

THINNING

The thinning season is well along, but is somewhat handicapped by labor shortage. If the present crop indications hold, we will have a nice crop, but quality, size, and color will be in demand as usual. This thinning question has been discussed yearly, and we know its great benefits. Fruit is thinned to relieve the tree load which prevents tree breakage, and also allows the remaining fruits to receive more food nutrients. About 50 leaves are required to develop a good apple, and about 30 leaves to develop a good peach. Roughly, early peaches are thinned 6 to 8 inches apart, and later ones, 4 to 6 inches, but tree vigor may influence this.

Some growers instruct their men to thin "a fist and 3 fingers" or "two fists" between fruits. Apples, depending upon variety and tree age or vigor are thinned to 6 to 10 inches apart. It may be a good plan to adopt the wider distances, for there will be plenty of fruit left in spite of a real attempt to thin it as we would like.

CHANGING TIMES

In February, 1941, "Pomological Pointers," published by Connecticut Pomological Society, John Lyman, Middlefield, Connecticut, gives his ideas of—"Apples in the World of Tomorrow." He writes:

"There seems to be no condition in the affairs of the world that brings about changes more rapidly than war. In peacetime, agriculture and industry adopt a routine that meets the needs of most of the people in the world. All of a sudden all the routine is upset and all normal practices are scrapped. We are instantly thrown into a very disorganized situation that requires plenty of sober and sound thinking, but at the same time drastic and quick action. The question is, can we make our hasty action sound?

We in the apple industry face new problems because of the European War, as well as those which were bound to appear, war or no war. For many years we have grown more apples than our domestic market consumed. We enjoyed a very profitable export trade with many European countries as well as countries in South America and about the Mediterranean. Even with our high costs of production compared with the cost in other countries, we were able to realize a very fair return. This naturally appealed to other countries, particularly Canada, Argentina, Australia and Chile. During the 20's the United Kingdom had been a great market for United States apples. With the increase in Canadian supplies, Great Britain initiated the imperial preference in 1932. That, coupled with the increase in production of apples in Great Britain itself, the increase of pears in France and Germany, and the increase of exports of citrus fruits, has caused a decline of apple exports during the '30's.

I quote from Mr. F. A. Motz, Principal Marketing Specialist, Office of Foreign Agricultural Relations, in an address given at Hamilton, Ontario, on January 17th: 'In 1933 Argentina exported less than 11,000 boxes of apples against 593,000 in 1939. In 1939 around 2.5 million boxes were produced, but by 1945, based upon forecast production, a crop of approximately 4.5 to 5 million boxes is quite possible.' With considerably lower labor costs, with many supplies and materials necessary for the production of apples lower, and with favorable exchange and transportation rates, these other apple producing areas are able to take away much of our export trade in normal times. Since 1933 we have had little trade with Germany due to the monetary

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Pacific Coast Sales Offices: San Francisco • Los Angeles
Pacific Northwest Sales Offices: Wenatchee (Wash.) • Yakima (Wash.)
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FOR A MORE PROFITABLE HARVEST

situation and none with Great Britain since the wartime embargo in November, 1939.

Two years ago a National Apple Planning Committee, consisting of a representative grower from each commercial apple producing state, was created. This committee met early in January to consider our apple problems. In accordance with the Good Neighbor Policy established between countries of the Western Hemisphre, the United States is committed to the acceptance of agricultural imports from neighboring countries. To date we have received approximately 600,000 bushels of apples from Canada this season. It is expected that there may be some more. It is also expected that we may receive some from Argentina and Chile, whose harvesting and marketing season begins this month. Committed as we are to the Good Neighbor Policy, the problem facing our apple industry is to assimilate this additional load of fresh apples without demoralizing our own market.

All this points to one thing—that we growers must pool our very best efforts and thinking toward a satisfactory solution of the problem. The Government through its State Department and the Surplus Marketing Administration, is working on it and are willing to lend us all the support they can. But we must realize that the industry must do all it possibly can to help itself. We must support and use our New York and New England Apple Institute and do our bit as individual growers in our own localities. We should make use of the information that is being gathered through research at the new Government Laboratory at Philadelphia and the many laboratories in the State Experiment Stations and Colleges. Much valuable information is being gathered in connection with markets and buying trends, with by-products and their possibilities, especially with respect to low grade apples. Above all, we should realize that marketing conditions in the world are changing very rapidly and we must be alert to keep abreast of the changes. One general principle seems to be sound for the whole industry and that is to start to market apples during and following the harvest in an orderly manner so as to level out the depressions and peaks and get the crop into consumption without a calamity."

ARTIFICIAL WAXING OF APPLES

I. C. Haut and C. W. Hitz of the University of Maryland, Horticultural Department, have reported their 2 years' investigational work with use of artificial wax on apples at harvest time. Using Brytene 289 and 289 AR, commercial waxes made for treatment of fruits and vegetables, various treatments were given Golden Delicious and Grimes apples. There were several treatments given, including picking at various times, and comparing both waxed and unwaxed apples kept at 60°F for varying periods of time, up to 3 weeks, after which the apples were placed in cold storage for 21 weeks after picking date. Also, some of this fruit was then removed from storage and held at 60°F after this cold storage period. Briefly, it was found that waxing had a great effect in reducing wilting and while the delay in placing fruits in storage immediately after harvest and waxing, showed loss of weight differences at first, these differences were less pronounced at the end of the 21 week storage period. Some of the work was done to find what effect waxing and common storage would have upon fruit held for "coloring up" before storage, also what effect the wax would have in preventing wilting or scald when apples were taken from storage and held at "store temperature" for 3 weeks. It was found that picking dates influenced wilt or scald in

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ORTHOL-K Summer Oil Spray combinations have consistently proved the ultimate in Codling Moth protection against extreme infestation. "ORTHOL-K" alone, is a recognized summer control against Scale, Case Bearer and Red Mite.

New

If you have trouble controlling European Red Spider, we suggest using BOTANO-N Spray with "ORTHOL-K" this summer. Write for further particulars.

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SCIENTIFIC PEST CONTROL
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storage, the mid-season pickings being best, while earlier or later pickings caused increased wilt. It happened that in 1938 and 1939, the least wastage occurred in Grimes picked September 6 and September 4, respectively. It was found that in pre-ripening of Golden Delicious after picking, it was not good to hold them for over a week before going into storage, due to increased wastage in storage. From this work, it is evident that the storage quality of Grimes and Golden Delicious is improved and the storage life is lengthened by pre-ripening for from 4 to 7 days, then waxing the fruit, packing it, and placing it in cold storage. Such apples showed less wilt and scald and were brighter in appearance than fruits handled by methods comparable to those now used by commercial growers. It might be suggested, following the results of this work, that these varieties may well be pre-ripened (held for color) before storage, either by storing them in the packing house or by leaving the apples in the crates under the trees in the orchard for from 4 to 7 days. The flavor of waxed apples of these varieties is not affected if the fruit is pre-ripened before waxing and storage.

For later varieties that are allowed to become more mature, preripening is not necessary. In fact, since the "harvest spray" has been developed, there is a tendency for over-maturity if care is not used in timely picking. Waxing of such fruit would seem to offer a lot of possibility in better storage life of apples. Waxing, along with less bruising may be a real step toward getting apples to the consumer in much better condition.

Such experiments as these have taken the guess-work out of the use of wax, and the waxing method is now being used by growers in several States. The Byrd orchards in Virginia are using the waxing process, at an estimated cost of 1c per bushel for actual labor and materials. Some special machinery is necessary in applying the wax. The Goldsborough orchards, Shepherdstown, W. Va., are using an adaptation of paraffine waxing.

Any growers interested in the Maryland waxing experiments may write Dr. I. C. Haut, Horticultural Department, University of Maryland, College Park, Md. for a reprint describing the work. The work was described in Proceedings of the American Society for Horticultural Science, Volume 38,

RETAIL FRUIT SALES IN NEW YORK

The Farm Credit Administration, U. S. Department of Agriculture, Washington, D. C. has recently released the third of a series of reports based upon a survey of New York City retail fruit outlets. Influence of family income, gross retail margins, spoilage and sales, display and sales, varieties, grades sizes and brands of apples sold, size and price, source of apple supplies etc. are discussed and shown by tables. Any growers interested in the New York market as their sales outlet may write to Mr. T. G. Stitts, Chief, Cooperative Research and Service Division, Farm Credit Administration, U. S. Dept. of Agriculture, Washington, D. C. asking for copy of Miscellaneous Report No. 32, "Sales of Fruits at Retail, New York City, March, 1940."

IT'S SPREADING

In this country, we now have State advertising taxes, voluntary growers' advertising organizations and the idea of advertising is spreading. The Wisconsin Horticultural Society has appointed an advertising and marketing committee whose duty it is to investigate all present advertising plans and to report back to the Society.

These apples brought $1.00 per bushel!

THESE APPLES are a total loss from hail damage. Yet they brought $1.00 per bushel because the grower was far-sighted. In the spring, when his crop was set, he covered it with Hail Insurance. Nobody expected hail. When hail struck, like a blitzkrieg from the sky, he collected the amount of the damage. Other growers in the neighborhood lost a year's work.

Will you be protected when hail strikes your orchard? Hail will come sooner or later. No section of the country is immune. Average U. S. figures show that *the hail hazard is three times greater than the fire hazard*. If you can't remember your last hail storm, you will never forget the next one!

The average cost of Hail Insurance is only about four bushels of apples for each $100.00 in coverage. The few apples you invest in Hail Insurance may be the most valuable part of your crop. They may represent your income from a whole year's work. They may mean the difference between success and failure.

Your local agent of one of the insurance companies listed below can guarantee your income against loss from hail damage to fruit and other crops you grow. See him today! Or, place a checkmark beside one of the companies, insert your name and address and mail the coupon for free information on Hail Insurance—*your only protection against hail!*

These Companies Have Paid American Farmers More Than $13,000,000 in HAIL DAMAGES

SEND ME YOUR *FREE* BOOKLET: "Facts About Hail Insurance"

- ☐ AEtna Insurance Company
- ☐ World Fire & Marine Insurance Company
- ☐ Piedmont Fire Insurance Company
- ☐ Insurance Company of North America
- ☐ Alliance Insurance Company
- ☐ Philadelphia Fire & Marine Insurance Co.
- ☐ National Security Insurance Company
- ☐ Central Insurance Company
- ☐ Springfield Fire & Marine Insurance Co.
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- ☐ Sentinel Fire Insurance Company
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Paste this coupon on the back of a penny postcard and mail it to

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NARROW ROW CULTURE OF STRAWBERRIES

J. C. Crane and I. C. Haut, University of Maryland investigated the influence of width of row of strawberries on total yield and yield of No. 1 berries. Using Blakemore variety, the plants were set 18 inches apart in the row, and given 350 lbs. of 3-12-6 fertilizer per acre. Plants were kept thinned out to 4 to 6 inches apart. Rows were allowed to fill out to 10, 20, 30 and 40-inch widths, with 10 inches between rows. The planting was treated as a commercial planting. The results showed a total acre yield of 15,635; 13,997; 12,148; and 10,632 quarts on the 10; 20, 30 and 40-inch wide rows, respectively. In other words, the narrow rows produced more berries per acre. Size of berries was slightly better in the 10-inch rows, although the average distance between plants in the 10-inch row was 4.3 inches the average increasing to 6.2 inches between plants in the 40-inch-wide row. The explanation offered is that the narrow rows are very largely composed of the earliest-formed and established runner plants while wider rows have later-formed and weaker plants. Also, in the narrower rows a greater percentage of plants have the benefit of more moisture and nutrient supply along the outside of the rows. As a summary remark, it may be said that narrower rows with plants spaced about 4 to 6 inches apart in the rows have given best results.

GOOD PHILOSOPHY

We are looking toward some rather uncertain times. We brag about our country and we love our country. A lot of us have been in the military service, and others done their bit in time of war, all working toward the common idea of preserving this country. While not in actual war, now, we are going to be called upon to act again to preserve our country and all that it represents. We are certain of higher taxes, and possibly some more sacrifices. Let's get ready for all of it. Invest in Savings Bonds. Stand behind the policies of our leaders. "Our country, may she be in the right, but right or wrong—our country." "Maryland Farm Bureau News" tells of the philosophy of an old darkey, that we could well paste in our hats. The darkey had just had a pay cut. He told his wife, "Yassuh, dat boss done cut wages right half in two again. Some ob de boys is kickin' right pow'ful abounten it. But I ain't kickin' none. Way I figgers it—half ob sumpin' is bettern' all ob nuthin'."

DOINGS IN CANADA

Tennessee Horticulture reports a letter received from Mr. John Buchanan of Nova Scotia reporting a hurricane in Annapolis Valley, last September followed by a bad freeze of the crop in mid-October. The Government salvaged a lot of this stuff, but it wasn't of very high quality, it is said. It was a combined relief and food-conservation plan. The article goes on to state: "Our growers, who have been alarmed by the importation of Canadian apples, will be interested to learn something of the Government's aid to the Nova Scotia growers. These growers, who normally produce 2,300,000 barrels of apples, have an agreement by which the Federal Department of Agriculture will guarantee them a price of approximately $2 per barrel on a maximum of 1,500,000 barrels and, if the crop should fall below 1,250,000 barrels, the Department will reimburse them up to this figure. This

is to encourage growers to keep up their orchards, so that they will be in good condition at the end of the War. Plans are being made for the Government to build a 100,000 barrel cold storage and packing plant in the Valley, as a means of protecting part of its investment in the guaranteed portion of the crop. The Government will publish in July a schedule of grades and sizes allowed, and plans to eliminate some of the less profitable of the 36 varieties now grown. Payments are not made on stock below No. 1."

THE VALUE OF RECORDS

Speaking before the recent meeting of Pennsylvania Horticultural Association, Guy L. Hayman, a grower, stated that his records from 1935 to 1939 inclusive, showed an average production cost of 68⅓c per bushel. Over this same period, the *net loss* per bushel was; 16½c on Grimes, 15c on Winter Banana, 7⅔c on Gano, 3c on Wealthy and ⅓c on Jonathan. The trees are from 20 to 28 years of age. Probably by this time, Mr. Hayman has sharpened up a few axes, ready for use.

In the past, several growers have stated that they could not afford to remove trees. They were truthful, for it costs money to remove trees. However, with figures like those above, this particular grower knows that it may cost him more to keep such trees for one year than it would cost him to remove them.

The Tree Removal sign-up period has passed for this year, and it is hoped that some figures regarding number of trees removed under the plan, will be available for the June issue of the Maryland Fruit Grower.

THESE BUSY BEES

"Wisconsin Horticulture" reports that a bee specialist using pollen traps observed that in one day during peak of bloom a strong colony of bees brought in 29,000 loads of pollen. It was figured that the bees must have visited 2½ million blossoms. Bees seem to have found the perfect way to use labor organizers and certainly have an ideal system of organized labor with no strikes.

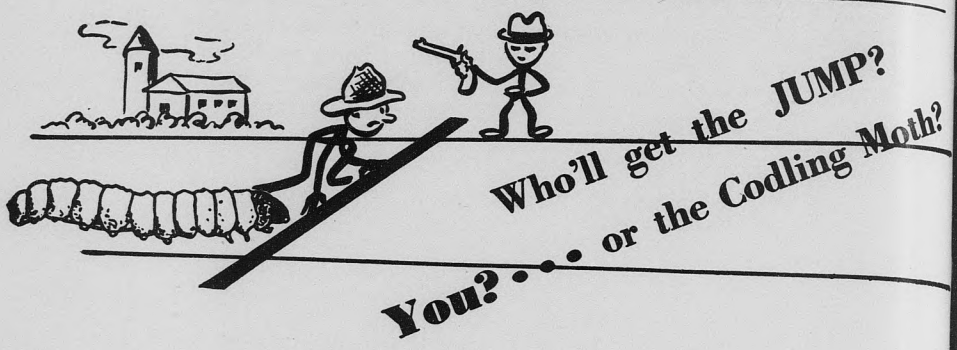
Wisdom is composed of ten parts, nine of which are silence and the tenth, brevity.

When times are bad, business gets the blame, and when they are good, politicians take the credit.

Lady—"Did you empty the water under the refrigerator?"
Green Maid—"Yessum, and put in some fresh."

Susie—"I call my sailor friend 'Stag.'"
Sadie—"Is that so? Why?"
Susie—"Oh, he's just such a dear with no dough."

Have You Read the Advertisements?



Y O U . . . You're going to be the winner in the race against time this year, because you're going to be armed with a new and more lethal weapon than ever before.

D-X plus ARSENATE OF LEAD

You can get the jump on the codling moth, and you don't even have to set aside your regular spray program. You put Pratt's plan to work with the two sprays listed below. Be sure to follow these instructions, because that's the power in the punch.

FIRST

Add 1½ pints D-X per 100 gals. to your regular lead and fungicide spray, timed at the peak of the first brood moth emerence (50% emerged). Omit lime.

SECOND

Apply 1½ pints D-X and 3 lbs. arsenate of lead, alone, (per 100 gals.) at the peak of the larvae hatch, about 10 days later.

In a very few days the moth will be 50% emerged. Consult your County Agent, now, for the exact time for your orchard. Whether your infestation is heavy or light, this D-X program will make your job easier.

If you haven't already obtained your D-X, write us care of Department "F."

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